

Syed Ali Muqtadir

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Education

King's College London

London, United Kingdom

Master of Science in Neuroscience, Supervisor: Natasza Orlov

2017-2018

- Specialization: Neuroimaging and Cognitive Neuroscience
- Thesis: "Effect of Transcranial Direct Current Stimulation on Probabilistic Learning in Patients with Schizophrenia"

University of Central Punjab

Lahore, Pakistan

Bachelor of Science (Honors) in Psychology

2012-2016

- Thesis: "Relationship between Personality Types and Beliefs towards Complementary and Alternative Medicine"

Experience

Lahore University of Management Sciences

Lahore, Pakistan

Research Associate

November 2019

- Suleman Dawood School of Business
- I worked on projects related to online disinformation, online viral content, and social media communication. I managed and facilitated ongoing research projects, contributed to literature reviews, data collection, analyses, write-ups, and prepared manuscripts for journal submissions. I also worked with and supervised 7 undergraduate students in the collection of eye-tracking data and gave guest lectures on conducting literature reviews, survey design, and neuroscience research methods. My work here resulted in two manuscripts, one published in Computers in Human Behavior, as well as two conference submissions.

King's College London

London, United Kingdom

Graduate Researcher

April 2018

- Department of Psychosis Studies
- I helped organize participant recruitment and helped coordinate data collection for projects on tDCS effects on cognition in schizophrenia. I administered tDCS protocols as well as clinical assessments including the Structured Clinical Interview for the Positive and Negative Syndrome Scale and the Wechsler Test of Adult Reading. I also analyzed datasets relating to tDCS effects on probabilistic learning in patients with schizophrenia using SPSS and Stata. This work resulted in one publication in Scientific Reports and one manuscript under review.

University of Central Punjab

Lahore, Pakistan

Research Assistant

February 2017

- Department of Psychology
- I coordinated procurement of lab equipment and consumables and assisted in lab maintenance. I also contributed to a replication study looking at the guilt-reducing effects of pain through experiment conduction, data analysis, and write-up and reviewed manuscripts for professors before journal submissions.

PC Pakistan

Lahore, Pakistan

Research and Development Associate

August 2016

- PC Pakistan was a psychometric company that specialized in indigenously developed assessments. Here, I assisted in the development of proprietary psychometric assessments and course content for corporate trainings. I also helped organize community outreach initiatives and assisted in creating promotional content.

Fountain House

Lahore, Pakistan

Internship

February 2015

- I helped facilitate group therapy sessions for patients diagnosed with substance use disorder and assisted in the administration and interpretation of projective tests (Thematic Apperception Test, Rotter Incomplete Sentences Blank).

Punjab Institute of Mental Health

Lahore, Pakistan

Internship

February 2014

- I assisted in taking patient histories in the outpatient ward.

Publication History (* Shared First Authorship)

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- [1] Ali, K., Li, C., Zain-ul-abdin, K., & **Muqtadir, S. A.** (2022). The effects of emotions, individual attitudes towards vaccination, and social endorsements on perceived fake news credibility and sharing motivations. *Computers In Human Behavior*, 107307. <https://doi.org/10.1016/j.chb.2022.107307>
 - [2] Orlov, N. D.*, Sanderson, J.*, **Muqtadir, S. A.***, Kalpakidou, A. K., Michalopoulou, P. G., Lu, J., & Shergill, S. S. (2021). The effect of training intensity on implicit learning rates in schizophrenia. *Scientific Reports*, 11, 6511. <https://doi.org/10.1038/s41598-021-85686-5>
 - [3] Orlov N. D.*, **Muqtadir S. A.***, Oroojeni H., Averbeck, B., Rothwell J., Shergill S. S., Stimulating learning: A functional MRI and behavioral investigation of transcranial direct current stimulation on stochastic learning in schizophrenia. In Review.
 - [4] Zain-ul-Abdin K., Ali K., Li C., **Muqtadir S. A.**, Caring or commercializing? Examining the impact of corporate communication strategy and social media engagement on consumer evaluations during the COVID-19 pandemic. In review.

Conference Activity and Presentations

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- [1] Zain-ul-Abdin K., Ali K., **Muqtadir S. A.** (2022, May 26-30). Turning Tides: The Rise of Female Social Media Influencers and the End of Gender Congruency in Influencer Marketing [Poster], International Communication Association Conference, Paris, France.
 - [2] Zain-ul-Abdin K., Ali K., **Muqtadir S. A.** (2022, May 26-30). Audience-Peer Effects on Contraceptive TV Advertisement Viewings in a Conservative Culture [Abstract], International Communication Association Conference, Paris, France.
 - [3] **Muqtadir S. A.**, (2017, April 26-28). Relationship between Personality Types and Beliefs towards Complementary and Alternative Medicine [Thesis Abstract], International Conference on Health Psychology: Issues and Challenges, Lahore, Pakistan.

Skills and Languages

Programming: Python

Data Analysis: SPSS, Stata, JASP

Data Collection: PsychoPy, Gazepoint Eye-Tracking Software Suite, Qualtrics

Graphics and Visualization: Adobe Illustrator, Adobe Photoshop

Languages: Urdu (Native); English (Native)

University and Community Service

Professional Memberships: British Psychological Society (2017-20); British Neuroscience Association (2017-20)

Volunteering: STEM Ambassador UK; The Little Art; UCP Psychology Society (Founding Member and General Secretary)